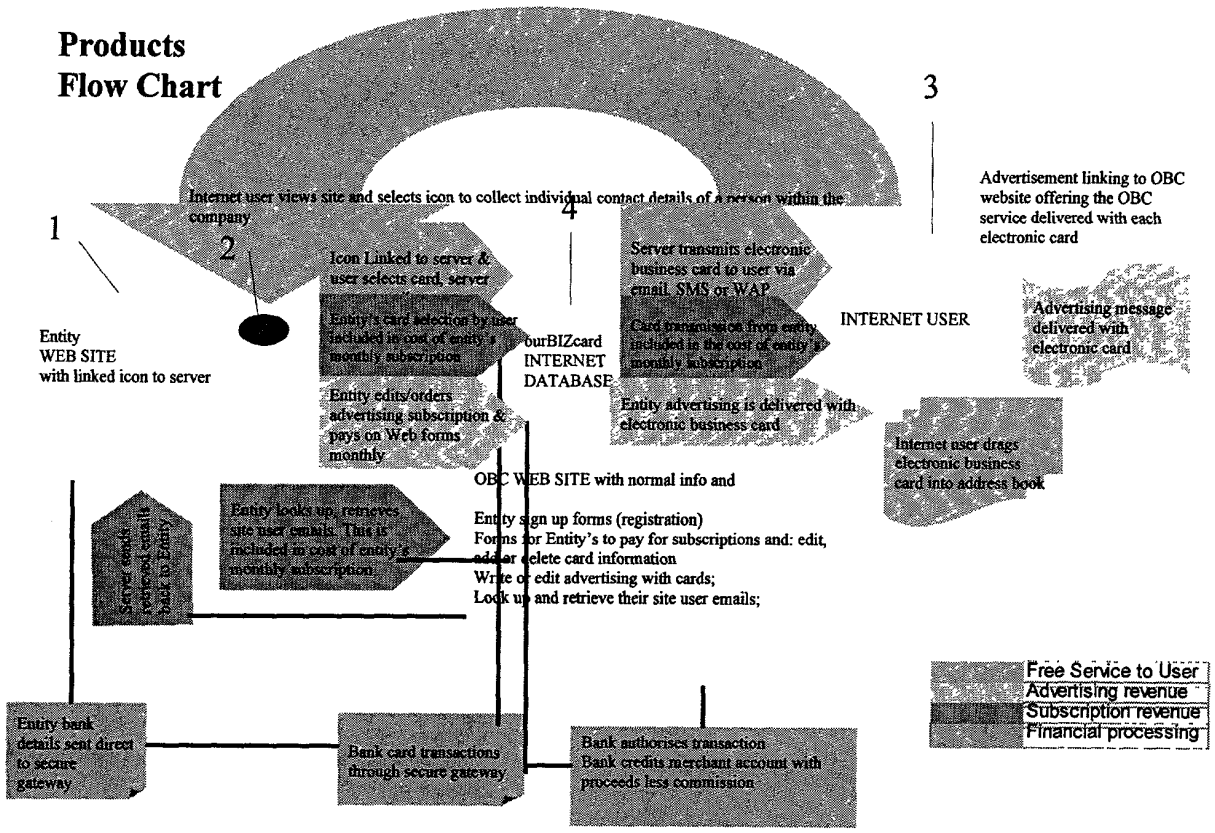
Products
Flow Chart
1
2
3
4
Internet user views site and selects icon to collect individual contact details of a person within the company
Entity
WEB SITE
with linked icon to server
Icon Linked to server & user selects card, server
Entity's card selection by user included in cost of entity's monthly subscription
ourBIZcard
INTERNET
DATABASE
Server transmits electronic business card to user via email, SMS or WAP
Card transmission from entity included in the cost of entity's monthly subscription
INTERNET USER
Advertisement linking to OBC website offering the OBC service delivered with each electronic card
Advertising message delivered with electronic card
Entity edits/orders advertising subscription & pays on Web forms monthly
Entity advertising is delivered with electronic business card
Internet user drags electronic business card into address book
OBC WEB SITE with normal info and
Entity sign up forms (registration)
Forms for Entity's to pay for subscriptions and: edit, add or delete card information
Write or edit advertising with cards;
Look up and retrieve their site user emails;
Entity looks up, retrieves site user emails. This is included in cost of entity's monthly subscription
Server sends reports or emails back to Entity
Entity bank details sent direct to secure gateway
Bank card transactions through secure gateway
Bank authorises transaction
Bank credits merchant account with proceeds less commission
Free Service to User
Advertising revenue
Subscription revenue
Financial processing

Figure 1

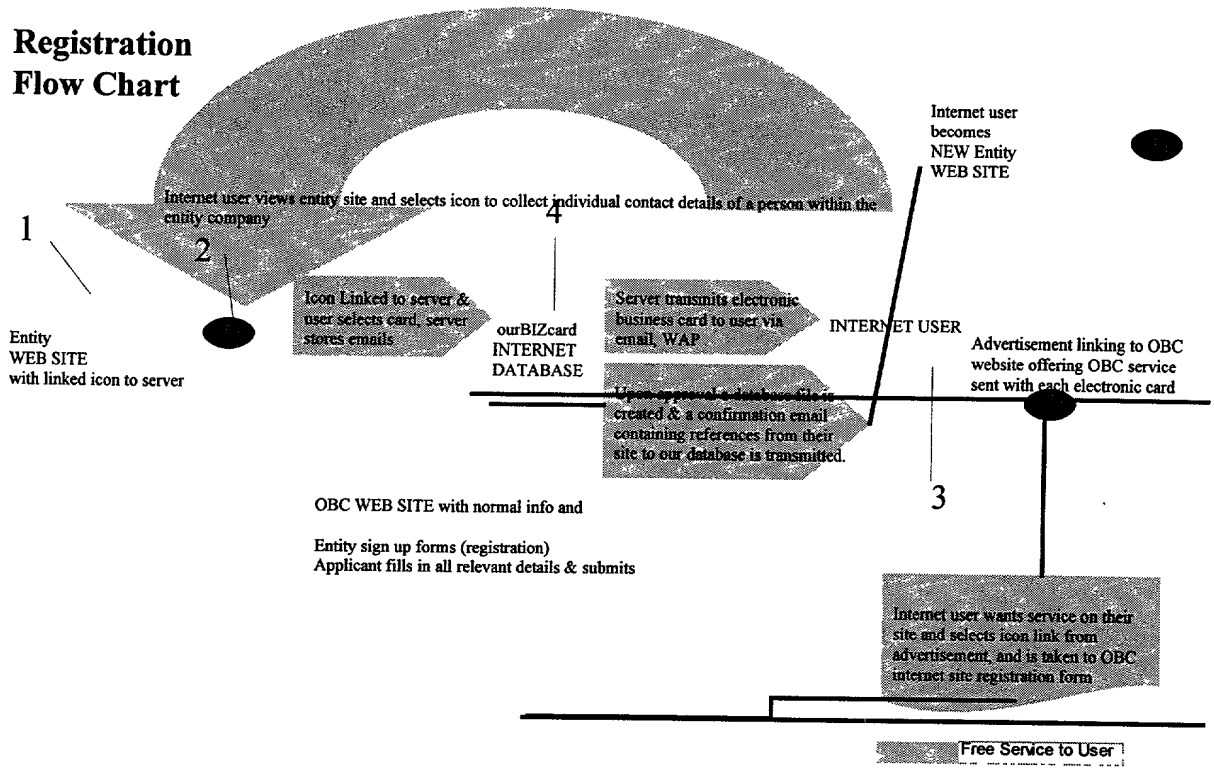
Registration
Flow Chart
Internet user views entity site and selects icon to collect individual contact details of a person within the entity company
1
2
4
Entity
WEB SITE
with linked icon to server
Icon Linked to server & user selects card, server stores emails
ourBIZcard
INTERNET
DATABASE
Server transmits electronic business card to user via email, WAP
INTERNET USER
Internet user becomes NEW Entity WEB SITE
Advertisement linking to OBC website offering OBC service sent with each electronic card
Upon approval a database file is created & a confirmation email containing references from their site to our database is transmitted.
3
OBC WEB SITE with normal info and
Entity sign up forms (registration)
Applicant fills in all relevant details & submits
Internet user wants service on their site and selects icon link from advertisement, and is taken to OBC internet site registration form
Free Service to User

Figure 2

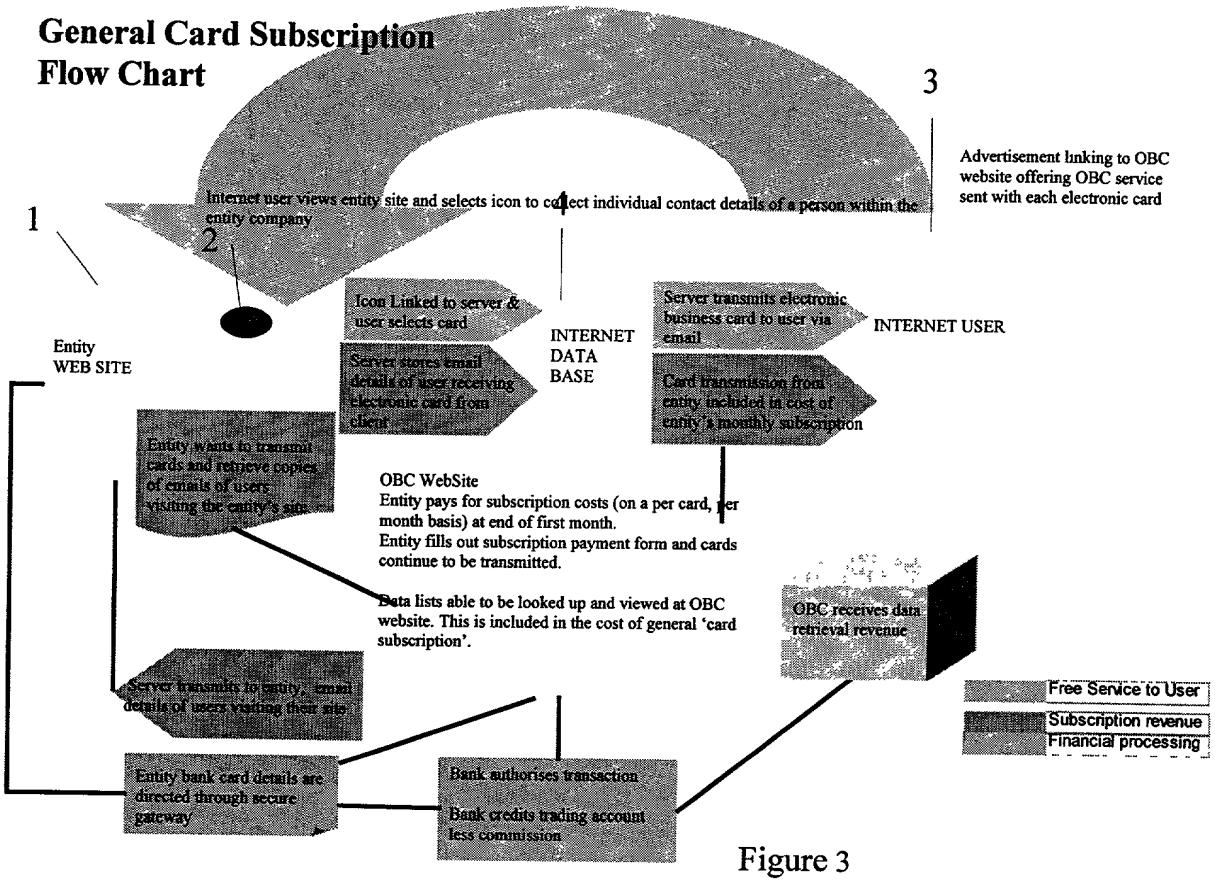
General Card Subscription
Flow Chart
1
2
3
4
Internet user views entity site and selects icon to collect individual contact details of a person within the entity company
Advertisement linking to OBC website offering OBC service sent with each electronic card
Entity
WEB SITE
Icon Linked to server & user selects card
Server stores email details of user receiving electronic card from client
INTERNET
DATA
BASE
Server transmits electronic business card to user via email
INTERNET USER
Card transmission from entity included in cost of entity's monthly subscription
Entity wants to transmit cards and retrieve copies of emails of users visiting the entity's site
OBC WebSite
Entity pays for subscription costs (on a per card, per month basis) at end of first month.
Entity fills out subscription payment form and cards continue to be transmitted.
Data lists able to be looked up and viewed at OBC website. This is included in the cost of general 'card subscription'.
OBC receives data retrieval revenue
Server transmits to entity, email details of users visiting their site
Entity bank card details are directed through secure gateway
Bank authorises transaction
Bank credits trading account less commission
Free Service to User
Subscription revenue
Financial processing

Figure 3

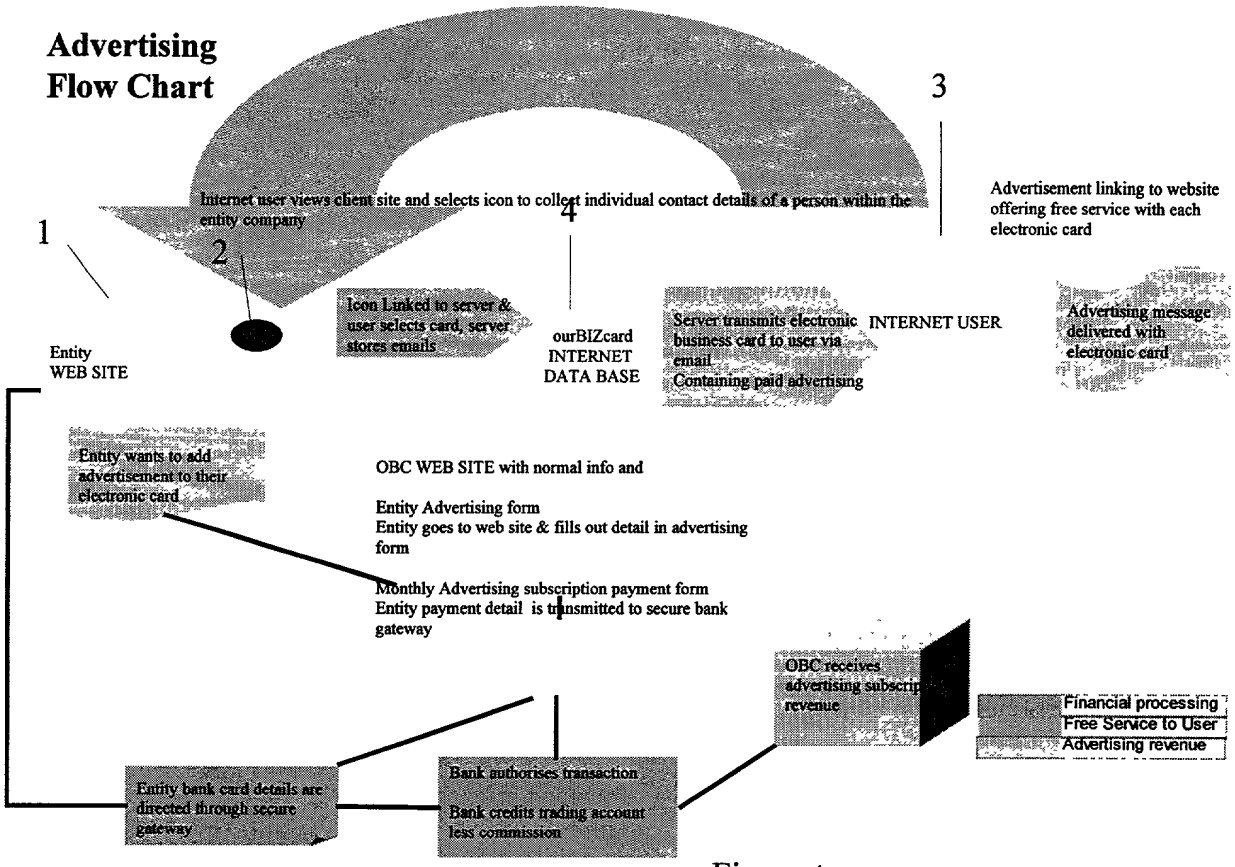
Advertising
Flow Chart
3
Internet user views client site and selects icon to collect individual contact details of a person within the entity company
4
Advertisement linking to website offering free service with each electronic card
1
2
Icon Linked to server & user selects card, server stores emails
ourBIZcard
INTERNET
DATA BASE
Server transmits electronic business card to user via email
Containing paid advertising
INTERNET USER
Advertising message delivered with electronic card
Entity
WEB SITE
Entity wants to add advertisement to their electronic card
OBC WEB SITE with normal info and
Entity Advertising form
Entity goes to web site & fills out detail in advertising form
Monthly Advertising subscription payment form
Entity payment detail is transmitted to secure bank gateway
OBC receives advertising subscrip revenue
Financial processing
Free Service to User
Advertising revenue
Entity bank card details are directed through secure gateway
Bank authorises transaction
Bank credits trading account less commission

Figure 4

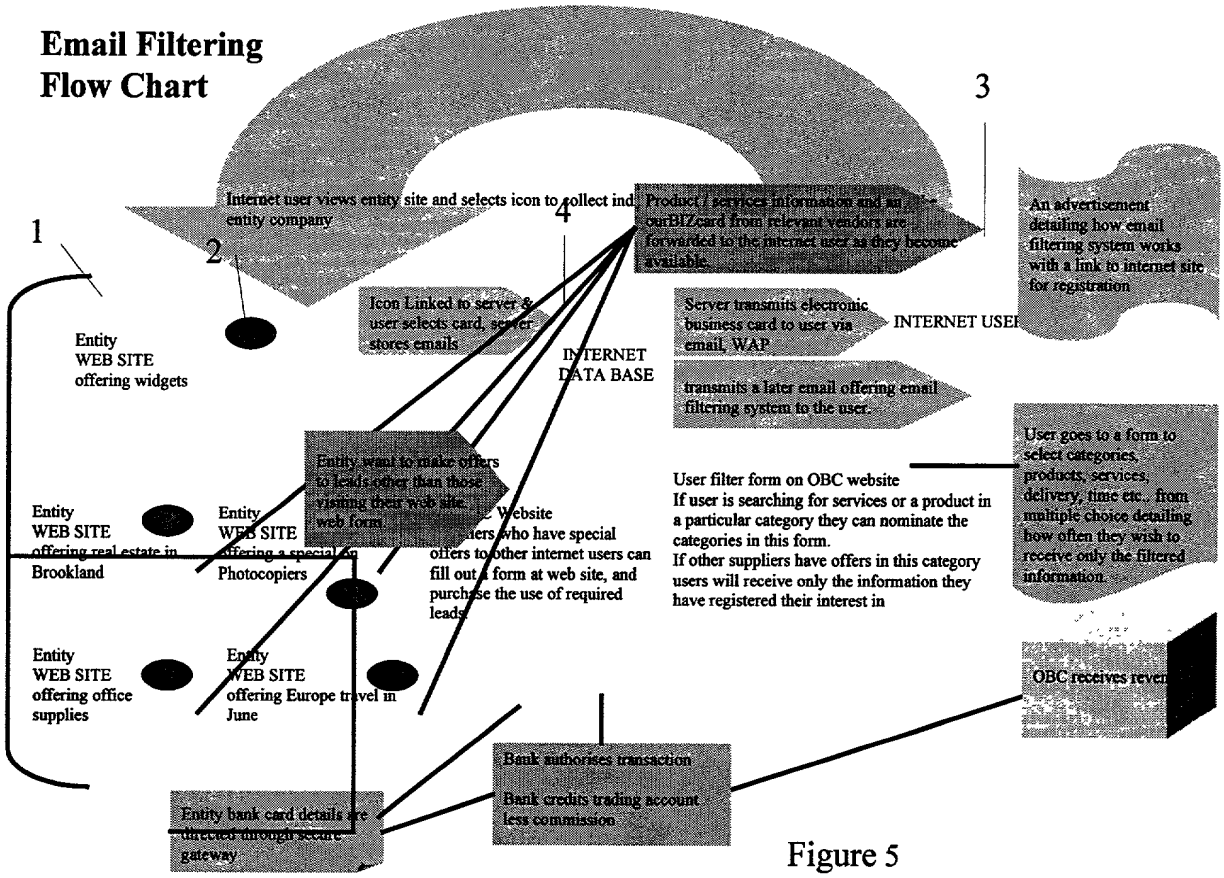
Email Filtering
Flow Chart
1
2
3
4
Internet user views entity site and selects icon to collect ind
entity company
Product / services information and an
ourBIZcard from relevant vendors are
forwarded to the internet user as they become
available.
An advertisement
detailing how email
filtering system works
with a link to internet site
for registration
Icon Linked to server &
user selects card, server
stores emails
Server transmits electronic
business card to user via
email, WAP
INTERNET USE
INTERNET
DATA BASE
transmits a later email offering email
filtering system to the user.
Entity
WEB SITE
offering widgets
Entity want to make offers
to leads other than those
visiting their web site.
web form.
User goes to a form to
select categories,
products, services,
delivery, time etc., from
multiple choice detailing
how often they wish to
receive only the filtered
information.
User filter form on OBC website
If user is searching for services or a product in
a particular category they can nominate the
categories in this form.
If other suppliers have offers in this category
users will receive only the information they
have registered their interest in
Entity
WEB SITE
offering real estate in
Brookland
Entity
WEB SITE
offering a special on
Photocopiers
Website
iers who have special
offers to other internet users can
fill out a form at web site, and
purchase the use of required
leads.
Entity
WEB SITE
offering office
supplies
Entity
WEB SITE
offering Europe travel in
June
OBC receives rever
Bank authorises transaction
Bank credits trading account
less commission
Entity bank card details are
directed through secure
gateway

Figure 5